



Smart Start

Partnership for Children

Strategic Plan 2022-2025

Our Vision:

All families will have access to quality services so that children in Henderson County have an opportunity to reach their full potential.

Our Mission:

We support, educate and advocate to build a strong foundation for young children in our community.

Core Values:

Dignity: We believe in the inherent dignity of every person: the families and early educators we serve deserve the benefit of our trust, honor, and respect.

Early Learning: We believe the key to a high-quality early learning experience is found through the joy of play and the confidence inspired by nurturing relationships with caregivers.

Equity: We believe each infant, toddler, and preschooler should have equitable opportunities, early and often, to help them reach their unique potential.

Partnership: We believe strong communities require committed partnerships with families, early educators, and organizations.

Resilience: We believe positive relationships with caring adults build resilience in children. With the right tools and resources, we can all find health and connection during tough times.

2022-2025 Strategic Priorities

1. Strengthen existing programs to better support early care and education providers and families.
2. Strengthen the collective voice through targeted marketing and advocacy.
3. Strengthen the Partnership’s internal capacity to build on and maintain a healthy, inclusive, and sustainable organization.

| Goals | Strategies |
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| 1. Strengthen existing programs to better support early care and education providers and families. | <ul style="list-style-type: none">A. Ensure alignment of programs with organizational mission, vision, and core values.B. Enhance early care and education programsC. Connect families to available resources and supports |
| 2. Strengthen the collective voice through targeted marketing and advocacy. | <ul style="list-style-type: none">A. Strengthen our identityB. Build MessagingC. Provide an engaging websiteD. Create Policy Agenda |
| 3. Strengthen the Partnership’s internal capacity to build on and maintain a healthy, inclusive, and sustainable organization. | <ul style="list-style-type: none">A. Continue to build a strong cash reserveB. Further develop and strengthen the Board and CommitteesC. Build on current resiliency workD. Build employee capitalE. Foster an equitable and inclusive workspace |